

Message Text

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72

ACTION OPIC-12

INFO OCT-01 AF-10 ISO-00 EB-11 AGR-20 COME-00 /054 W

----- 028179

R 151430Z MAY 74

FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 4040

INFO AMCONSUL KADUNA

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E.O. 11652: N/A

TAGS: BEXP, NI

SUBJ: VISIT OF OPIC CATTLE CONSULTANT ALBERT KELLY

REF: LAGOS 3535

1. KELLY DEPARTED NIGERIA MAY 9 AFTER FRUITFUL WEEK-LONG ITINERARY ALONG LINES REFTTEL. HE APPARENTLY MOST SATISFIED WITH CONTACTS MADE AND GROUND COVERED DURING TRIP.

2. KELLY CAME TO NIGERIA ARMED WITH TWO SPECIFIC BUSINESS PROPOSALS FROM U.S. FEEDLOT OPERATORS WHO HAVE STUDIED NIGERIAN MARKET AND ARE SERIOUSLY INTERESTED IN INVESTING HERE. HIS TASK WAS TO DETERMINE WHETHER MARKET AND COST FACTORS STILL FAVORABLE. BASED ON HIS FINDINGS, HE WILL RECOMMEND TO ONE FIRM THAT IT HOLD OFF INVESTING FOR TIME BEING, AND TO SECOND FIRM THAT CONDITIONS ARE NOW RIPE.

3. THE LATTER FIRM, A PECOS, TEXAS FEEDLOT OPERATOR, PROPOSES ESTABLISH 250-ACRE FEEDLOT BUSINESS WHICH WOULD BUY 3-4 YEAR-OLD CHOICE CATTLE FROM NORTHERN GROWING AREAS, FATTEN THEM FOR 90 DAYS UNDER INTENSE FORAGE CONDITIONS UPPLEMENTED BY ARTIFICIAL FEED, AND SHIP FROZEN CARCASSES TO HIGH-INCOME MARKETS IN PORT HARCOURT AND LAGOS. TENTATIVE SITE CHOSEN, HEIFANG (NEAR VOM) IN BENUE-PLATEAU STATE, APPARENTLY AS GOOD AS CAN BE EXPECTED FROM POINT OF VIEW LAND AVAILABILITY, RAIL AND HIGHWAY CONNECTIONS, POWER FACILITIES, AND WATER SUPPLY. LOCAL AVAILABILITY INDUSTRIAL BY-PRODUCTS FOR CATTLE FEED - E.G. COTTON HULLS, MOLASSES,

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BREWER'S GRAIN -- ALSO FAVORABLE.

4. INITIAL INVESTMENT, FOR FACILITIES CAPABLE OF HANDLING 5,000 HEAD OF CATTLE AT A TIME, EXPECTED IN RANGE OF \$1 MILLION. AS ACTIVITY COMES UNDER SCHEDULE II OF INDIGENIZATION DECREE, FIRM WOULD SEEK AT LEAST 40 PERCENT NIGERIAN PARTICIPATION.

5. EMBASSY WELCOMES U.S. FIRM'S INTEREST IN INVESTING IN NIGERIA, AND LOOKS FORWARD TO FURTHER MOVEMENT ON ITS PROPOSAL AT AN EARLY DATE. REGARDLESS OF OUTCOME THIS PARTICULAR PROPOSAL, WE ALSO WISH ENDORSE KELLY VISIT AS EXAMPLE OF THE KIND OF USG INVESTMENT PROMOTION TOOL MOST LIKELY TO PROVE EFFECTIVE IN NIGERIA. FACT THAT HE CAME FULLY PREPARED WITH SPECIFIC PROPOSALS AND NECESSARY EXPERTISE HELPED OPEN DOORS AND STIMULATE INTEREST MORE THAN FISHING EXPEDITION WOULD HAVE DONE. AS U.S. GOVERNMENT REPRESENTATIVE KELLY ALSO SERVED TO DEMONSTRATE USG INTEREST IN ENCOURAGING INVESTMENT HERE. EMBASSY WOULD WELCOME ADDITIONAL USG-SPONSORED MISSIONS ALONG THESE LINES.
REINHARDT

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